



Texture

It's really thick (enough to conceal the whole hazelnuts), but easy to **bite** through. The milk **chocolate** has a nice feel to it; very smooth and not at all grainy. The hazelnuts are nicely toasted and thus, provide a great crunch. Smooth **chocolate** and crunchy nuts are a classic, heavenly combination and this bar doesn't disappoint in delivering that combo to its fullest potential.

Taste

This is a straightforward, two tone tasting experience. There's milk **chocolate** and there's hazelnuts. Nothing else thrown in to confuse it. The hazelnuts taste fresh, like they were toasted right before being sealed in. The milk **chocolate** is good, though I noticed it wasn't intense, in a way that's good because it balanced well with the hazelnuts, but the **chocolate** flavor was fleeting. In the end, I think it all worked.



Verdict

This is a very simple, yet really high quality **candy** bar. Most importantly, the packaging doesn't lie. There are a lot of hazelnuts in it, so you feel like you're getting your money's worth. I'd definitely buy more of the milk **chocolate** with hazelnut **bars**, but I'm also going to try to get my hands on the 22 other Ritter Sport varieties.

Tags: [hazelnut](#), [milk](#) **chocolate**

Posted in [Candy](#), [Germany](#), [Positive](#), [Review](#), [Ritter](#) | [4 Comments »](#)

Review: Storz Nougat Praline

Thursday, March 20th, 2008

When we hear "nougat" in America, we think of a fluffy, white substance like the stuff found in Snickers and Three Musketeers. But nougat means something entirely different in other parts of the world. This German **candy** bar is the gianduia variety of nougat, which is a combination of **chocolate**,

<http://74.125.93.132/search?q=cache:Y7j7E5FOyhsJwww.candybarlab.com/tag/hazelnut/+chocolate+candy+bars+with+bars+sized+segments&cd=1&hl=en&ct=clnk&gl=us> 11/24/2009 10:43:43 AM

hazelnut paste and almond paste. I had never seen this bar before recently finding it in a local store, so I had to check it out for myself (I'm hoping it's worth the \$3.99 I paid for it).



Structure

This is a solid, molded bar with six **segments**.



Texture

Nougat Praline is soft and smooth – like a thick **chocolate** mousse. It thoroughly coats your mouth and dissolves nicely. The texture is completely homogeneous, there are no crunchy bits.

Taste

This bar was delicious on the first **bite**, which was likely accentuated because I wasn't entirely sure what to expect. It tastes almost exactly like

because I wasn't entirely sure what to expect. It tastes almost exactly like Nutella; bursting with hazelnut and **chocolate** flavors. The downside... it's REALLY sweet. There's a lot of sugar in this product. I enjoyed the first **bite**, but became overwhelmed after a few more. It's an indulgence that should be split across multiple sessions or shared with a few others.



Verdict

I'm on the fence about this one. This is a high-quality **candy** that is certainly tasty, but it has a one-dimensional texture and is a bit too sweet. Most importantly, I don't think this product should be made as such a large bar. It would be better to make this **candy** in **bite**-size pieces. I definitely won't be shelling out four bucks for another one.

Tags: **Chocolate, hazelnut**

Posted in **Candy**, Germany, Negative, Review, Storz | 1 Comment »

10. *What is the best way to increase the number of people who use a particular service?*



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Posts Tagged 'dark chocolate'

Review: Dagoba Dark Chocolate, Lime & Macadamia Nuts
Monday, April 6th, 2009

This is my second shot at a lime flavored, dark chocolate candy bar. [The first one by Choxie](#) didn't quite live up to my hopes, but hopefully this one by Dagoba will find the right balance of taste and texture.



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Recipe: Peanut Butter Caramel Peanut Bar
I've been telling people for a while that I make candy bars. However, I'm not sure everyone believed me. While I've eaten my own creations and frequently shared with my girlfriend and family, I hadn't shared with many others (namely, my co-workers). So, I decided I was going to make some to bring into the [...] [Keep Reading](#)

Structure

A 10-segment, molded dark chocolate bar with lime flavoring and small bits of macadamia nuts mixed in.

**Texture**

The macadamia nuts were completely unnoticeable. In fact, I ate a few sections of the bar and started writing this post before I took another glance at the picture and noticed they were in there. That's how unnoticeable they were. You're pretty much getting plain chocolate with this product. Fortunately, the chocolate was rich and very smooth.

Taste

The macadamia nuts were once again unnoticeable. The lime flavor was VERY subtle at first, but became increasingly noticeable on the finish. The chocolate was delicious (better than Choxie), so I wasn't too upset by the light application of lime flavor.

**Verdict**

This candy bar desperately needs some texture, which it should have gotten from the macadamia nuts. They simply needed to be bigger and more plentiful. The lime flavor was a little underwhelming, but that can be forgiven because the chocolate is pretty good. In the end, I would have preferred a plain dark chocolate Dagoba bar to this effort.

Tags: [dark chocolate](#), [lime](#), [macadamia nuts](#)

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Review: Kingsbury Chocolates Nib

Saturday, April 4th, 2009

A couple months ago, I stopped into a place in downtown Washington, DC called Artfully Chocolate because I was told they make a seriously delicious cup of hot chocolate. After looking through their dozen or so varieties of hot chocolate, I decided on the "Audrey Hepburn", since the description was pretty much an espresso cup full of melted chocolate. It was incredible. If you're ever near Logan Circle in DC, I highly recommend stopping in and getting yourself a cup.

Before I left though, I couldn't help noticing the rack of candy bars they had on the counter under the label Kingsbury Chocolates. It turns out the same people who run the cafe also make their own chocolates at their Alexandria, Virginia location. They produce a bunch of candy bar varieties, including the dark chocolate and cocoa nibs one I picked up on my way out and the "ChocObama" Bar.



Structure

A 28-segment, molded dark chocolate bar with roasted cocoa nibs mixed in.





Texture

The chocolate is perfectly tempered with a firm snap and smooth feel. The cocoa nibs add just a hint of crunch to each bite.

Taste

The dark chocolate is deep without any unpleasant bitterness or acidity – just the way I like it. The taste of the nibs isn't too noticeable because the chocolate already has a rather intense flavor, but I suppose they add to the overall taste of the whole bar.



Verdict

This is a pretty simple bar that's perfectly executed. I'll definitely stop into their cafe next time I'm in the area and [pick up another variety](#), possibly the "ChocObama" Bar.

Tags: [cocoa nibs](#), [dark chocolate](#)

Posted in [Candy](#), [Chocolate](#), [Kingsbury Chocolates](#), [Positive](#), [Review](#), [United States](#) | [1 Comment »](#)

Review: Lake Champlain Peppermint Crunch

Thursday, March 19th, 2009

The last Lake Champlain bar I tasted was absolutely one of the best candy bars I've ever had. Sadly, it's been a while since I've had any of their products. Recently, I stopped at the Lake Champlain Chocolates store in Stowe, VT and was inspired to test out this peppermint bar.





Structure

A molded bar of dark chocolate with small pieces of peppermint pieces mixed in, segmented into eight large squares.



Texture

The chocolate is perfectly tempered – smooth with a firm snap. Unfortunately, the peppermint bits they've added don't improve upon the texture of the plain chocolate. They're small, hard, and not really all that delightful to bite into.

Taste

Again, the chocolate is really good and the peppermint disappoints. This is only a 54% cocoa product, which is a low percentage for dark chocolate, but right in the range that I prefer. It's not overly sweet and not too bitter. As far as the peppermint pieces I mentioned, they disappoint because they don't really add much flavor. There's a hint of peppermint on the finish, but not nearly enough to live up to the billing of the packaging, which lead me



to believe that peppermint was going to be the main flavor character.

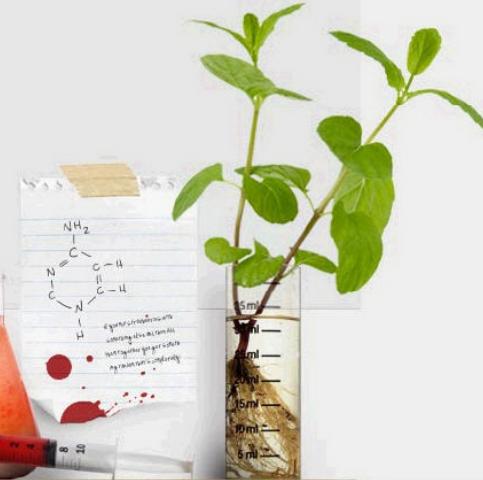
Verdict

A bad candy bar by Lake Champlain Chocolates would be a huge accomplishment for some other manufacturers. Honestly though, I really didn't enjoy this candy bar. I did like the chocolate, but would have preferred it either without the peppermint all together or with more peppermint punch built in.

Tags: [dark chocolate](#), [peppermint pieces](#)

Posted in [Candy](#), [Chocolate](#), [Lake Champlain Chocolates](#), [Negative](#), [Review](#), [United States](#) | [1 Comment »](#)

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Ritter

Review: Ritter Sport Cornflakes
Sunday, August 31st, 2008

When my boss [Andy](#) first heard about this site, he was concerned there aren't enough candy bars in the world to dedicate a whole blog to. I assured him that there are thousands of different candy bars and that it would take me years to get through the ones I already know about – let alone the thousands I've yet to discover.

At my local Target last night, I was reminded of just how many candy bars there are in the world when my girlfriend spotted one I had never seen before – a Ritter Sport with cornflakes in it. I obviously had to pick it up and even though I have a bucket full of bars at home waiting to be reviewed, I decided to eat this one next.



Recipe: Peanut Butter Caramel Peanut Bar
I've been telling people for a while that I make candy bars. However, I'm not sure everyone believed me. While I've eaten my own creations and frequently shared with my girlfriend and family, I hadn't shared with many others (namely, my co-workers). So, I decided I was going to make some to bring into the [...] [Keep Reading](#)



Structure

This is a square, 16 segment bar of molded milk chocolate with whole and crushed pieces of cornflakes incorporated throughout.



Texture

The cornflakes are surprisingly crunchy – much more so than their puffed rice counterparts. The bar breaks apart pretty easily though because there are so many cornflakes packed in. It's easier to bite through than a regular piece of ordinary chocolate would be, which is nice because Ritter Sport bars are pretty thick.

Taste

Obviously, milk chocolate is the predominant flavor and it's very good. You don't really taste the cornflakes at all – at first. If you try really hard

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don't really taste the cornflakes at all... at first. If you try really hard though, after the chocolate has subsided, you get a little bit of genuine cornflake taste. It's interesting, definitely different from anything I've ever had.



Verdict

Cornflakes in chocolate is just unique enough that it caught my attention, but not so crazy that it's a gimmick. This is a really good candy bar and I'd buy it again.

The whole cereal in chocolate thing got me thinking... what other cereals would work? Lucky Charms in white chocolate? Maybe Cinnamon Toast Crunch in milk chocolate? Cheerios in dark chocolate? Leave me some comments. Let me know if there are any cereals you think would be good to put in a candy bar.

Tags: [cornflakes](#), [milk chocolate](#)

Posted in [Candy](#), [Germany](#), [Positive](#), [Review](#), [Ritter](#) | 5 Comments »

Review: Ritter Sport Milk Chocolate with Whole Hazelnuts

Thursday, March 27th, 2008

I purchased this German candy bar a few weeks ago and have been anxiously waiting to try it out. The excellent packaging for the Ritter Sport product line is the first thing that caught my eye. It's distinct, simple, and successfully conveys what's inside – which is a milk chocolate bar "chock full of whole roasted hazelnuts". They're not kidding either. Judging by the packaging, there must be 40+ hazelnuts in this bar.





Structure

A square, molded milk chocolate bar with 16 small square segments – each embossed with the Ritter Sport logo. Whole hazelnuts are liberally distributed throughout.



Texture

It's really thick (enough to conceal the whole hazelnuts), but easy to bite through. The milk chocolate has a nice feel to it; very smooth and not at all grainy. The hazelnuts are nicely toasted and thus, provide a great crunch. Smooth chocolate and crunchy nuts are a classic, heavenly combination and this bar doesn't disappoint in delivering that combo to its fullest potential.

Taste

This is a straightforward, two tone tasting experience. There's milk chocolate and there's hazelnuts. Nothing else thrown in to confuse it. The hazelnuts taste fresh, like they were toasted right before being sealed in. The milk chocolate is good, though I noticed it wasn't intense. In a way that's good because it balanced well with the hazelnuts, but the chocolate flavor was fleeting. In the end, I think it all worked.



REVIEW WAS RECEIVED. IN THE END, I DECIDED TO GO WORKED.

Verdict

This is a very simple, yet really high quality candy bar. Most importantly, the packaging doesn't lie. There are a lot of hazelnuts in it, so you feel like you're getting your money's worth. I'd definitely buy more of the milk chocolate with hazelnut bars, but I'm also going to try to get my hands on the 22 other Ritter Sport varieties.

Tags: [hazelnut](#), [milk chocolate](#)

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Lake Champlain Chocolates

Review: Lake Champlain Peppermint Crunch

Thursday, March 19th, 2009

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**Structure**

A molded bar of dark chocolate with small pieces of peppermint pieces mixed in, segmented into eight large squares.

**Texture**

The chocolate is perfectly tempered – smooth with a firm snap. Unfortunately, the peppermint bits they've added don't improve upon the texture of the plain chocolate. They're small, hard, and not really all that delightful to bite into.

Taste

Again, the chocolate is really good and the peppermint disappoints. This is only a 54% cocoa product, which is a low percentage for dark chocolate, but right in the range that I prefer. It's not overly sweet and not too bitter. As far as the peppermint pieces I mentioned, they disappoint because they don't really add much flavor. There's a hint of peppermint on the finish, but not nearly enough to live up to the billing of the packaging, which lead me to believe that peppermint was going to be the main flavor character.

**Verdict**

A bad candy bar by Lake Champlain Chocolates would be a huge accomplishment for some other manufacturers. Honestly though, I really

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didn't enjoy this candy bar. I did like the chocolate, but would have preferred it either without the peppermint all together or with more peppermint punch built in.

Tags: [dark chocolate](#), [peppermint pieces](#)
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Review: Lake Champlain Milk Chocolate, Sea Salt & Almond Bar

Saturday, May 10th, 2008

A couple years ago, I volunteered to make a few hundred little chocolate hearts for my girlfriend's sister's wedding. I had just learned to temper chocolate, but I was confident I could pull it off. Well, it was the middle of summer and the air conditioning decided to break in my apartment the weekend I had to make these chocolates. The humidity and 90 degree temperature in my kitchen that Saturday completely thwarted my futile efforts to temper chocolate and I was forced to travel to Burlington, Vermont (the site of the wedding) with nothing to show for my efforts.

We get there and my girlfriend suggests we buy the [chocolate hearts from Lake Champlain chocolates](#), which was nearby. This saved the day. They were absolutely delicious; some of the best chocolate I've ever had.

Last week, a co-worker of mine (thanks [Clinton](#)) picked up a Lake Champlain candy bar for me and ironically, it had melted and cracked a bit in storage and transit from the store to me. Unlike my chocolate hearts effort however, this chocolate was salvageable. After a couple days of sitting in my kitchen, it was back to full health and ready to be eaten.





Structure

A six-segment, molded bar of milk chocolate with small pieces of raw almonds and sea salt spread throughout.



Texture

The milk chocolate is really smooth. It is amazing how different top-quality milk chocolate is from something like a Hershey's Bar – they shouldn't even be considered the same thing. Bad milk chocolate can be grainy – great milk chocolate is just so smooth (I can't think of a better description). But besides the chocolate, there's some great crunchiness from the salt and almonds. The sea salt crystals are definitely more noticeable, but the small bits of almond provide some depth of texture.

Taste

The milk chocolate is again the star – it tastes so smooth (I'm not creative today with my adjectives). The flavor lasts really long too – another sign of high-quality chocolate. They weren't skimpy at all with the salt. If you don't like heavily salted foods, you might be turned off by this candy bar. On the other hand, if you're like me, you'll love the combination.

**Verdict**

This bar is making me rethink my previous belief that I preferred dark chocolate over milk. Done this well, milk chocolate is amazing. The inclusion of saltiness makes it even better; heightening it's flavor. Even though this was an expensive bar (\$2.60 for 1.25 ounces), it would have been well worth it had I bought it myself (thanks again Clinton).

Tags: [almond](#), [milk chocolate](#), [sea salt](#)

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NECCO

Review: NECCO Sky Bar

Friday, September 12th, 2008

Sky Bars are manufactured by NECCO, New England Confectionary Company, which I associate with NECCO wafers — the worst candy ever made (one of the flavors is clove yuck...). I learned never to eat them again after I first tasted one around 1987. So I'm hoping that NECCO's Sky Bar turns out to be a lot better than those terrible chalky wafers.



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Structure

A molded, milk chocolate bar with four segments – each with a different filling (caramel, vanilla cream, peanut butter, and chocolate fudge).

**Texture**

All of the fillings are soft and pretty similar in consistency. The caramel and vanilla fillings are noticeably granular – not pleasant. There's really no excuse for having sugar crystals in a finished product, especially in a product like caramel, which should be silky. The peanut butter filling was surprisingly the smoothest of the bunch, which is kind of weird because peanut butter doesn't need to be smooth – it can be a little more coarse and crunchy and still be good.

Taste

When I first tried the peanut butter filling, I thought it was the caramel filling. It doesn't taste like peanut butter. With my second bite, I could make out a little bit of the peanut flavor. If you're expecting it to be anything like a Reese's peanut butter cup, you'd be way off.

The vanilla filling is forgettable. I really wish it had been marshmallow filling. Instead, it's too sweet – like the inside of a Cadbury creme egg.

The caramel center is slightly salty, but has no deep, caramel flavor like I would prefer.

The chocolate fudge filling is my favorite. It tastes like brownie batter, which to me, is a good thing. I love licking the spoon after making

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brownies. Like the other fillings, it's more sugary and sweet than anything. It could have been a more intense chocolate flavor, but it was good enough.

 **Verdict**

The concept of four different fillings in one candy bar is cool. If executed well it would be really good but this bar is not well done. The chocolate is sub par and none of the fillings are very good (though I did kind of like the chocolate fudge). It's a classic example of a product that does a little bit of everything, but doesn't do anything particularly well. If NECCO were to combine the classic name and branding of the Sky Bar with high quality product and good execution, this could become a thumbs up.

Tags: [caramel](#), [fudge](#), [milk chocolate](#), [peanut butter](#), [vanilla cream](#)
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Storz

Review: Storz Nougat Praliné

Thursday, March 20th, 2008

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Structure

This is a solid, molded bar with six segments.



Texture

Nougat Praline is soft and smooth – like a thick chocolate mousse. It thoroughly coats your mouth and dissolves nicely. The texture is completely homogeneous; there are no crunchy bits.

Taste

This bar was delicious on the first bite, which was likely accentuated because I wasn't entirely sure what to expect. It tastes almost exactly like Nutella; bursting with hazelnut and chocolate flavors. The downside... it's REALLY sweet. There's a lot of sugar in this product. I enjoyed the first bite, but became overwhelmed after a few more. It's an indulgence that should be split across multiple sessions or shared with a few others.

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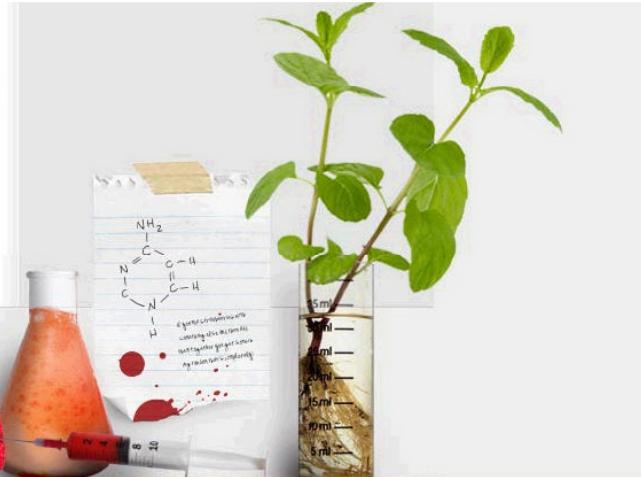
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**Verdict**

I'm on the fence about this one. This is a high-quality candy that is certainly tasty, but it has a one-dimensional texture and is a bit too sweet. Most importantly, I don't think this product should be made as such a large bar. It would be better to make this candy in bite-size pieces. I definitely won't be shelling out four bucks for another one.

Tags: [Chocolate](#), [hazelnut](#)

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Chocolove

Review: Chocolove Cherries & Almonds in Dark Chocolate

Wednesday, September 10th, 2008

I received this bar as an Easter gift a while ago, but with so many candy bars lying around in my place waiting to be reviewed, it's taken me a while to get to this one. I see these Chocolove bars all the time at Target, but since I actually don't like the packaging design, I'm never tempted to buy them. If I hadn't received this as a gift, I probably wouldn't have picked it up for myself. Of course, I'm happy to try out any new candy bars and this is no exception.



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**Structure**

It's 18 segments of molded dark chocolate with pieces of toasted almonds and dried cherries mixed in.

**Texture**

The first thing you'll notice is the strong snap to the chocolate when you bite in. It's definitely one of the best tempered chocolates I've had. The almonds are chopped up pretty small and are toasted well, so they have a nice crunch. The dried cherries are a little chewy and stuck to my teeth after the chocolate had melted away.

Taste

You can taste right away that the Belgian dark chocolate is high quality. It's only 55% cocoa, so it's fairly sweet for dark chocolate, which is good because it counteracts the slight sourness of the dried cherries. The toasted almonds have a nice subtle flavor that complements the other components well.

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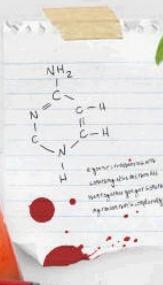
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**Verdict**

I didn't love the dried cherries and would have enjoyed the bar more without them. Even so, this is a quality candy bar that I thoroughly enjoyed. I'm anxious to taste [some of Chocolove's other varieties](#). In fact, I have a [Crystallized Ginger in Dark Chocolate bar](#) sitting around that I'll have to try out soon.

Tags: [almonds](#), [cherries](#), [dark chocolate](#)

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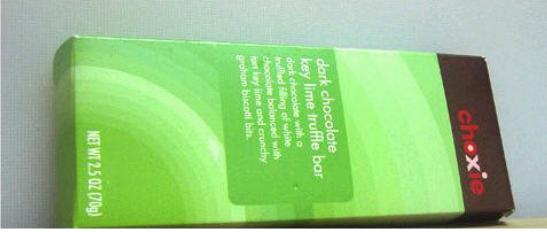
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Choxie

Review: Choxie Dark Chocolate Key Lime Truffle Bar

Friday, October 10th, 2008

In the candy aisle of my local Target, on a shelf full of \$3 Choxie candy bars, I spotted this one marked down to \$2.50. That's not exactly a good sign, but I thought maybe people were scared away by the thought of lime and chocolate. I thought to myself however, that this bar conceptually worked. I've had frozen key lime pie covered in dark chocolate down in Key West and it was delicious. I've also made lime flavored white chocolate candies with graham pieces and they were delicious. So despite the suspicious sale price, I had high hopes for this candy bar.



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Structure

The label has the following detailed description: "Dark chocolate with a truffled filling of white chocolate balanced with tart key lime and crunchy graham biscotti cookies." The bar is constructed by lining an 8-segment mold with dark chocolate, filling the cavity with white chocolate lime ganache and sealing the bottom with another layer of dark chocolate.



Texture

The dark chocolate coating is a bit waxy, but still smooth with a firm snap. The truffle filling feels pretty much like regular white chocolate. The difference between the hardness of the dark chocolate and the inside is slight. It's almost like biting into a solid, thick chocolate bar. The graham biscotti cookie bits are small and sparsely sprinkled throughout. This was disappointing because I was hoping they'd provide some crunch and contrast to the texture of the chocolates. Overall, the texture of this product is very one-dimensional.

Taste

The lime flavor is very subtle. I had an expectation of a sweet and sour citrus burst countered with the bitterness of dark chocolate. Instead, both the lime and the chocolate were underwhelming. You do get a little bit of the sour lime flavor on the finish, but it's not nearly as pronounced as I would have liked. The flavor of tiny graham bits is imperceptible. Without the aid of the product label, I wouldn't have been able to tell that they were

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graham biscotti versus any other type of cookie bit.

Verdict

I give Choxie credit for trying to create a unique candy bar, but I think they fell short on the execution. It's almost like they were scared to make it taste TOO much like lime. This is unfortunate because if you're the kind of person who would pluck this product off the store shelf, that's exactly what you would be looking for. I wasn't completely turned off by the Choxie brand though and I'm sure I'll be trying out some of their other products in the future.

Tags: [dark chocolate](#), [lime](#)

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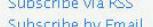
Chuao

Review: Chuao Spicy Maya

Friday, April 4th, 2008

I've been eying Chuao (pronounced chew-WOW) candy bars at my local grocery store for a few months now. Of their three products, the packaging for this Spicy Maya bar was the one that immediately jumped out at me. The bold, white lettering on a red, metallic wrapper is very appealing. What's not so appealing is the \$6.29 price tag. But, I felt compelled to try one out for myself because I already know I'm a fan of spicy chocolate products.



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Structure

A solid, molded rectangle of dark chocolate with 24 sections. The cayenne pepper, pasilla chile, and cinnamon are distributed throughout the chocolate.



Texture

This is a well tempered bar that produces a nice snap when you bite it. The only textural difference between this and pure chocolate is the bit of crunchiness from the ground spices, which I liked.

Taste

At first, I only tasted dark chocolate, which was by itself, quite good. A couple seconds after swallowing my first bite though, I felt some heat in the back of my throat. After a few more bites, the spicy, peppery taste became more noticeable. Thankfully, it never became overwhelming. All the flavors work well together and I found myself craving more each time I tried to put the bar down.

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**Verdict**

This is a quality product with a unique flavor combination and excellent packaging. I shared it with six friends and it was unanimously liked. Having said that, I will admit that most people probably won't want to spend more than \$6.00 for a product like this. It's more of a one-time indulgence than the kind of treat the average person will buy often.

Tags: [cayenne pepper](#), [cinnamon](#), [dark chocolate](#), [pasilla chile](#)
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Ferrero

Review: Ferrero Kinder Bueno
Monday, March 24th, 2008

On a recent trip to London, one of my friends was nice enough to pick up some bars that I generally can't find here in the US. The first of these bars that I'm digging into is the Kinder Bueno; but first, a few interesting facts about this product...

- "Kinder" is the German word for "children". "Bueno" means "good" in Spanish.
- Kinder products are produced by Ferrero, the makers of Nutella.
- My mom thinks these bars are "wonderful".



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**Structure**

The package contains two small bars, each with four wafer pockets filled with hazelnut cream. The whole bars are enrobed in a thin layer of milk chocolate and drizzled with dark chocolate.

**Texture**

When you pick this product up, you'll instantly notice how light and delicate it is. In fact, both bars came to me slightly broken from their overseas trip in a suitcase. The wafers are crispy and the cream filling is really light and smooth. I've tried similar products with cream centers that are dry and chalky. This is nothing like that. It's closer to whipped cream. Kinder Bueno also get points from me for a nicely tempered chocolate coating.

Taste

I hadn't actually paid attention to the packaging that states "Milk and Hazelnut" as the flavors and shows a tall glass of milk next to the bars. I usually think of milk as a base, not a flavor. But as I was tasting this bar, I really picked up on the milk flavor. The hazelnut was tertiary, behind both

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really picked up on the milk flavor. The hazelnut was tertiary, being both the chocolate and milk flavors. Overall, the flavors are very subtle. The wafers are mostly flavor-neutral, but the thin chocolate layer is surprisingly good.

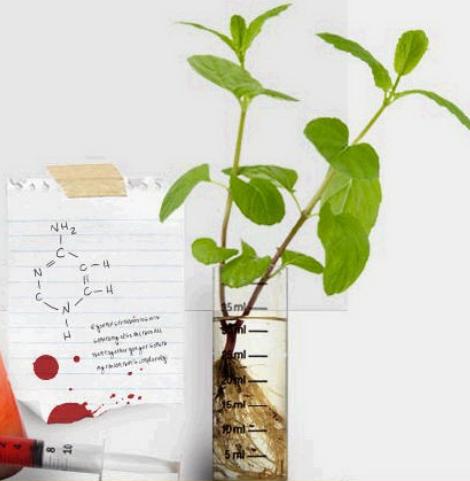


Verdict

This is getting a big thumbs up from me. I could eat six of these in one sitting. The only knock (and its hypothetical one) is that it might be better with pieces of chopped hazelnuts in it.

Tags: [cream](#), [dark chocolate](#), [hazelnut](#), [milk chocolate](#), [wafer](#)

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Dagoba

Review: Dagoba Dark Chocolate, Lime & Macadamia Nuts

Monday, April 6th, 2009

This is my second shot at a lime flavored, dark chocolate candy bar. [The first one by Choxie](#) didn't quite live up to my hopes, but hopefully this one by Dagoba will find the right balance of taste and texture.



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Structure

A 10-segment, molded dark chocolate bar with lime flavoring and small bits of macadamia nuts mixed in.



Texture

The macadamia nuts were completely unnoticeable. In fact, I ate a few sections of the bar and started writing this post before I took another glance at the picture and noticed they were in there. That's how unnoticeable they were. You're pretty much getting plain chocolate with this product. Fortunately, the chocolate was rich and very smooth.

Taste

The macadamia nuts were once again unnoticeable. The lime flavor was VERY subtle at first, but became increasingly noticeable on the finish. The chocolate was delicious (better than Choxie), so I wasn't too upset by the light application of lime flavor.



Verdict

going to make some to bring into the [...]

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This candy bar desperately needs some texture, which it should have gotten from the macadamia nuts. They simply needed to be bigger and more plentiful. The lime flavor was a little underwhelming, but that can be forgiven because the chocolate is pretty good. In the end, I would have preferred a plain dark chocolate Dagoba bar to this effort.

Tags: [dark chocolate](#), [lime](#), [macadamia nuts](#)
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The screenshot shows a blog post on the candybarlab website. The header features the "candybarlab" logo with a pink and green color scheme and a small graphic of two pink dots above the 'a'. A search bar and a "Search" button are on the right. The main content area has a light gray background with a dark brown header bar. The post title is "Kingsbury Chocolates" in bold black text. Below it is a sub-section title "Review: Kingsbury Chocolates Nib" in red. A timestamp "Saturday, April 4th, 2009" is shown. The text of the review describes a visit to Artfully Chocolate in Washington, DC, where the reviewer tried a "Audrey Hepburn" hot chocolate, which was described as an espresso cup full of melted chocolate. The reviewer highly recommends it. The text then continues about noticing Kingsbury Chocolates on the counter and learning they are made by the same people who run the cafe. It mentions a "ChocObama" bar. To the right of the main content is a sidebar with a "Subscribe" section containing links for "Subscribe via RSS" and "Subscribe by Email", each with a small blue icon. Below that is a "About This Blog" section with a brief description of the blog's purpose: tracking down candy bars from around the world and writing reviews with pictures, followed by a "Learn More..." link. At the bottom of the sidebar is a "Recipe: Peanut Butter Caramel Peanut Bar" section with a small image, a brief description, and a "Keep Reading" link.

Kingsbury Chocolates

Review: Kingsbury Chocolates Nib

Saturday, April 4th, 2009

A couple months ago, I stopped into a place in downtown Washington, DC called Artfully Chocolate because I was told they make a seriously delicious cup of hot chocolate. After looking through their dozen or so varieties of hot chocolate, I decided on the "Audrey Hepburn", since the description was pretty much an espresso cup full of melted chocolate. It was incredible. If you're ever near Logan Circle in DC, I highly recommend stopping in and getting yourself a cup.

Before I left though, I couldn't help noticing the rack of candy bars they had on the counter under the label Kingsbury Chocolates. It turns out the same people who run the cafe also make their own chocolates at their Alexandria, Virginia location. They produce a bunch of candy bar varieties, including the dark chocolate and cocoa nibs one I picked up on my way out and the "ChocObama" Bar.

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Structure

A 28-segment, molded dark chocolate bar with roasted cocoa nibs mixed in.



Texture

The chocolate is perfectly tempered with a firm snap and smooth feel. The cocoa nibs add just a hint of crunch to each bite.

Taste

The dark chocolate is deep without any unpleasant bitterness or acidity – just the way I like it. The taste of the nibs isn't too noticeable because the chocolate already has a rather intense flavor, but I suppose they add to the

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chocolate already has a rather intense flavor, but I suppose they add to the overall taste of the whole bar.

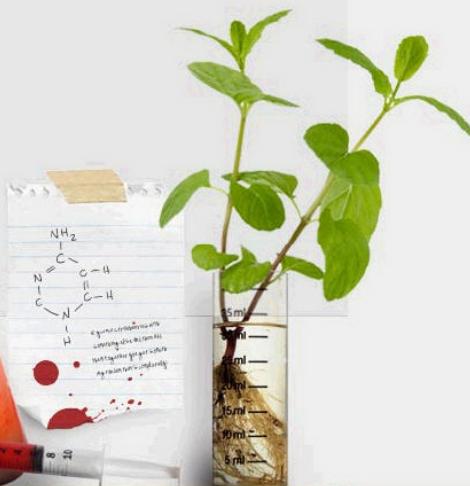


Verdict

This is a pretty simple bar that's perfectly executed. I'll definitely stop into their cafe next time I'm in the area and [pick up another variety](#), possibly the "ChocObama" Bar.

Tags: [cocoa nibs](#), [dark chocolate](#)

Posted in [Candy](#), [Chocolate](#), [Kingsbury Chocolates](#), [Positive](#), [Review](#), [United States](#) | [1 Comment »](#)



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Nestlé

Review: Dagoba Dark Chocolate, Lime & Macadamia Nuts

Monday, April 6th, 2009

This is my second shot at a lime flavored, dark chocolate candy bar. [The first one by Choxie](#) didn't quite live up to my hopes, but hopefully this one by Dagoba will find the right balance of taste and texture.



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Recipe: Peanut Butter Caramel Peanut Bar

I've been telling people for a while that I make candy bars. However, I'm not sure everyone believed me. While I've eaten my own creations and frequently shared with my girlfriend and family, I hadn't shared with many others (namely, my co-workers). So, I decided I was going to make some to bring into the [...] [Keep Reading](#)

Structure

A 10-segment, molded dark chocolate bar with lime flavoring and small bits of macadamia nuts mixed in.

**Texture**

The macadamia nuts were completely unnoticeable. In fact, I ate a few sections of the bar and started writing this post before I took another glance at the picture and noticed they were in there. That's how unnoticeable they were. You're pretty much getting plain chocolate with this product. Fortunately, the chocolate was rich and very smooth.

Taste

The macadamia nuts were once again unnoticeable. The lime flavor was VERY subtle at first, but became increasingly noticeable on the finish. The chocolate was delicious (better than Choxie), so I wasn't too upset by the light application of lime flavor.

**Verdict**

This candy bar desperately needs some texture, which it should have gotten from the macadamia nuts. They simply needed to be bigger and more plentiful. The lime flavor was a little underwhelming, but that can be forgiven because the chocolate is pretty good. In the end, I would have preferred a plain dark chocolate Dagoba bar to this effort.

Tags: [dark chocolate](#), [lime](#), [macadamia nuts](#)

Posted in [Candy](#), [Chocolate](#), [Dagoba](#), [Hershey's](#), [Negative](#), [Nestlé](#), [Positive](#), [Review](#), [Sweet](#), [Texture](#)

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Review, United States | 6 Comments »

Review: Nestlé Chokito

Tuesday, December 16th, 2008

The Chokito immediately reminded me of the [Freia Peanøtt Kubbe](#), except instead of peanuts, this version has rice crisps. Since the Kubbe is one of my favorite candy bars ever, I had high hopes for the Chokito.



Structure

An inner core of caramel fudge surrounded by rice crisps and enrobed in chocolate.



Texture

The caramel fudge center is firm, but soft enough to easily bite through and it doesn't stick to your teeth. I would compare it most closely to the inside of a 3 Musketeers, except not quite as soft. The relatively large rice crisps provide a nice texture complement and the chocolate binds everything together well. The whole product is perfectly balanced texturally.

Taste

The flavor of the Chokito was a huge letdown. Specifically, the caramel fudge center tasted really artificial. If you've ever had the [low calorie, Skinny Cow brand caramel ice cream cones](#), it tasted like the fake caramel in those. Unfortunately, neither the flavorless rice crisps or the sub-par tasting Nestlé chocolate could help make up for the odd flavor of the caramel fudge.



Verdict

The Chokito should be a great candy bar. Texturally, it's fantastic and all of the ingredients really should taste good together. For some reason though, they don't.

Tags: [caramel fudge](#), [Chocolate](#), [rice crisps](#)

Posted in [Australia](#), [Candy](#), [Chocolate](#), [Negative](#), [Nestlé](#), [Review](#) | 3

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Review: Nestlé Kit Kat Muscat of Alexandria

Saturday, December 13th, 2008

I learned via the internets (specifically [JBox.com](#)) that in Japan there are many odd varieties of flavored Kit Kats. So I was super excited to finally get my hands on one (Thanks [Thanny](#)) to try out for myself.

The first thing I noticed on the packaging was "Muscat of Alexandria" in large English print right below the Kit Kat logo. That seemed pretty odd, but I figured it probably had something to do with the pictures of green grapes. Sure enough, Muscat of Alexandria is an ancient vine of grape used in wine and raisin production. These are the things you find out writing (and reading) a candy bar blog I guess.





Structure

The package contains two individually wrapped bars. Each bar is two segments of grape flavored, molded white chocolate filled with wafers.



I really like that they added green coloring to the white chocolate.

Texture

The texture is exactly like a regular sized Kit Kat bar. The light crispy wafer and white chocolate coating work well together.

Taste

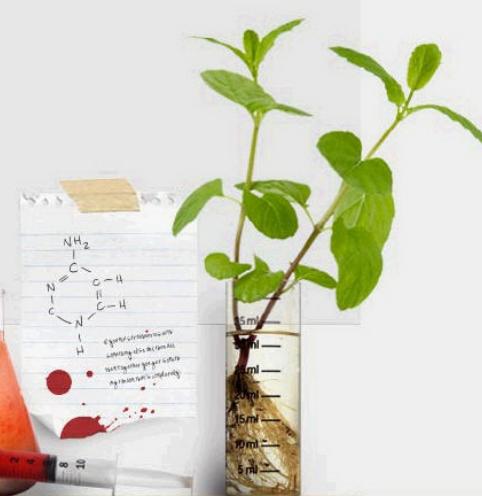
The grape flavor is subtle, but definitely noticeable – like weak grape bubble gum. The white chocolate helps to balance the slight citric acid flavor that immediately hits your tongue. Overall, it reminded me a little bit of the [Choxie Lime Bar](#).

of the [Cruixie Lime Bar](#).**Verdict**

I enjoyed the Muscat of Alexandria Kit Kat a lot. With one caveat though. I don't think this is a candy bar I could eat all the time. It's slightly odd and I enjoyed it because it's unique. Green grape and white chocolate isn't going to replace peanut butter and milk chocolate as a classic flavor combination, but it's something you should try if you ever get a chance.

Tags: [grape](#), [wafer](#), [white chocolate](#)Posted in [Candy](#), [Chocolate](#), [Japan](#), [Nestlé](#), [Positive](#), [Review](#) | No Comments

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Nestlé

Review: Nestlé Mint Aero

Monday, March 3rd, 2008

Aero bars have actually been around since the 30's. Though as an American, they're new to me. The name comes from the air bubbles that are pumped into the chocolate right before it solidifies, leaving a honeycomb-like structure.

I'm a huge fan of the packaging. Maybe I'm a little biased because the green and the bubbles remind me of the Candy Bar Lab logo, but the graphics made me want to eat this bar. Also, chocolate paired with mint is a classic flavor combination. Needless to say, I was excited to tear open the green foil and bite in.



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Structure

The center is mint-flavored white chocolate tinted green and filled with bubbles of air. This is covered with mint-flavored dark chocolate – molded into a seven-segment bar.



Texture

The air pockets make this bar very light and easy to bite through. It crumbles a bit, which helps the chocolate melt on your tongue. Without the air pockets, this would just be a flavored chocolate bar. The bubbly center elevates it to something special.

Taste

No surprises here – it tastes like an Andes mint. I really like that the mint flavor is found in both the inside and the outside. You can't miss it. As a side note, Mint Aero smells wonderful as soon as you open the packaging; easily the best smelling confection I've reviewed thus far. Then again... anyone surprised that mint smells good?



Verdict

I definitely recommend Mint Aero. It is tasty and refreshing. Most importantly, the texture is unique. The only problem is they're a little hard to come by. But if you ever see one in the store, don't miss the opportunity give it a try.

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Tags: [dark chocolate](#), [mint](#), [white chocolate](#)
Posted in [Candy](#), [Nestlé](#), [Positive](#), [Review](#), [United Kingdom](#) | [6 Comments »](#)

Review: Nestlé Crunch Crisp

Tuesday, February 19th, 2008

Just about [everyone](#) I work with has a blog. Most focus on web development and [design](#). When I recently began telling them that I'm writing a blog devoted solely to candy bars, most were intrigued. [One of my co-workers](#) was even awesome enough to buy me a candy bar, which I of course promised to properly review on this blog. So here it is, the Nestle Crunch Crisp.



Structure

The center consists of alternating wafer and chocolate creme layers, which are topped with a layer of milk chocolate and crispies. The entire bar is enrobed with a thin shell of milk chocolate.





Texture

The wafers are very crisp and the chocolate cream is soft – exactly how it should be. I expected a powdery texture like those [cheap sugar wafers](#) I was once addicted to, so I was pleasantly surprised. The top crispies don't stand out. They have to be there for branding reasons, but I wouldn't have missed them. Most importantly, Nestlé made this bar the perfect thickness. I [panned Kit Kat Caramel](#) for being too thick. Crunch Crisp didn't make that mistake.

Taste

Nestlé chocolate has a unique flavor. When I was a kid, I loved it. Now, I find it to be a little too sweet and it has a distinct burnt caramel aftertaste. I probably should have eaten this in two sittings because the off flavors became unpleasant by the end.



Verdict

I really liked the texture of the wafers and chocolate creme; more than I disliked the chocolate flavor. If given the choice between this bar and a regular Nestlé Crunch, I would choose this. Therefore, I would definitely recommend this to anyone who likes Nestlé candy bars.

Tags: [Chocolate](#), [chocolate creme](#), [crispies](#), [wafer](#)

Posted in [Candy](#), [Nestlé](#), [Positive](#), [Review](#), [United States](#) | [2 Comments »](#)

Review: Nestlé Kit Kat Caramel

Monday, February 11th, 2008

By themselves, plain old Kit Kats are great. [Good caramel](#) is also great. So, wouldn't it be great if the two were combined? Well not so fast. Candy bars are a delicate balance of flavors and textures. Adding something, even if it's tasty on its own, might not make the product any better than what you had to begin with. If it were that easy, candy manufacturers would just throw all of the goodies they could round up into a single bar.

So, back to the product at hand – a Caramello stuck to the top of an oversized Kit Kat stick. Let's see if this is an improvement over the regular Kit Kats many of us have come to love.

**Structure**

This is a molded bar with two cavities. The bottom one is filled with a layered wafer and the top one is filled with caramel.

**Texture**

Biting into Kit Kat Caramel is interesting. Your top teeth will first make their way through the caramel cavity before getting held up by the thick, middle layer of chocolate. Once they've broken this barrier, they will proceed easily through the crispy, wafer layer. What you end up with is a "ka-clunk" sound in your head with each bite. I wasn't a big fan of this. It feels like you're biting through two separate bars.

Taste

You'll taste a lot of milk chocolate. The quality of which isn't bad, but not

You'll taste a lot of milk chocolate, the quality of which is odd, but not great either. The wafer is pretty tasteless, but that's fine. It's only job was to provide texture. The big disappointment is that you can't really taste the caramel, which is mild and gets overpowered by the chocolate. Wasn't the addition of caramel the whole point of making this product? It would have been better if the caramel was saltier.



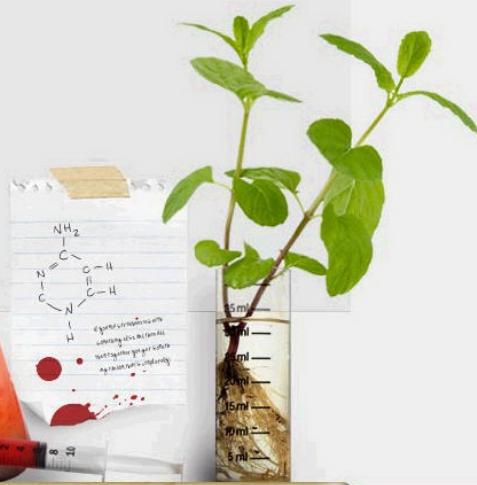
Verdict

I definitely don't recommend this bar. The thickness of the middle chocolate layer is the fatal flaw. It ruins the texture and masks the caramel. I'll be reaching for classic Kit Kats over their caramel cousins every time.

Tags: [caramel](#), [milk chocolate](#), [wafer](#)

Posted in [Candy](#), [Negative](#), [Nestle](#), [Review](#), [United States](#) | [3 Comments »](#)

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To: Hershey Chocolate & Confectionery Corpor ETC. (lduquette@hersheys.com)
Subject: U.S. TRADEMARK APPLICATION NO. 77809223 - N/A
Sent: 11/24/2009 11:05:43 AM
Sent As: ECOM116@USPTO.GOV
Attachments:

IMPORTANT NOTICE REGARDING YOUR TRADEMARK APPLICATION

Your trademark application (Serial No. 77809223) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office (“USPTO”) has written a letter (an “Office action”) on **11/24/2009** to which you must respond (*unless the Office letter specifically states that no response is required*). Please follow these steps:

1. **Read** the Office letter by clicking on this **link** http://tmportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77809223&doc_type=OOA&mail_date=20091124 OR go to <http://tmportal.uspto.gov/external/portal/tow> and enter your serial number to access the Office letter. If you have difficulty accessing the Office letter, contact TDR@uspto.gov.

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#	Total Marks	Dead Marks	Live	Live	Status/	Search
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			Docs	Images	Duration	
01	597	N/A	0	0	0:14	("hershey chocolate & confectionery" or "hershey chocolate and confectionery")[ow] and "live"[ld]
02	15851	N/A	0	0	0:01	"261102"[dc] and "live"[ld] not 1
03	10018	N/A	0	0	0:01	"261120"[dc] and "live"[ld] not 1
04	2675	N/A	0	0	0:01	2 and 3
05	200421	N/A	0	0	0:03	("030" or a or b or 200)[ic]
06	187	0	2	187	0:01	4 and 5

Session started 11/19/2009 7:56:34 AM

Session finished 11/19/2009 7:59:49 AM

Total search duration 0 minutes 21 seconds

Session duration 3 minutes 15 seconds

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From: TMDesignCodeComments
Sent: Tuesday, August 25, 2009 00:18 AM
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ATTORNEY REFERENCE NUMBER:

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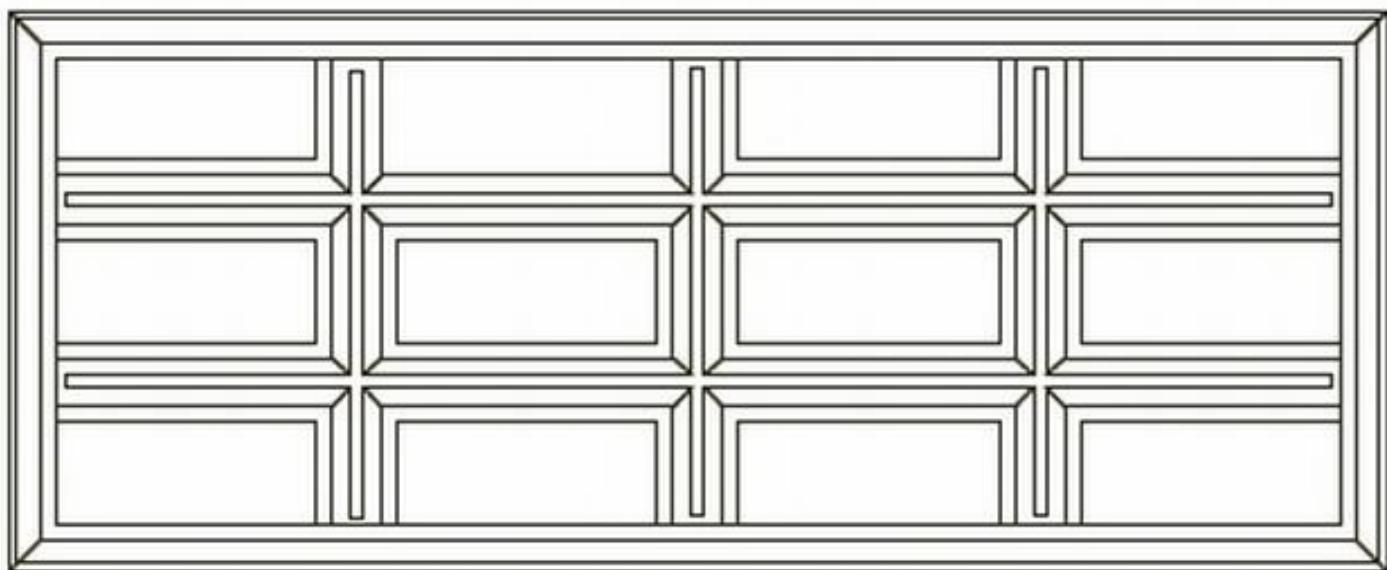
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26.11.02 - Plain single line rectangles
26.11.02 - Rectangles (single line)
26.11.20 - Rectangles inside one another





Trademark/Service Mark Application, Principal Register**TEAS Plus Application**Serial Number: 77809223
Filing Date: 08/20/2009*NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.***The table below presents the data as entered.**

Input Field	Entered
TEAS Plus	YES
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*MARK	\\TICRS\EXPORT7\IMAGEOUT7\778\092\77809223\xml1\FT K0002.JPG
*SPECIAL FORM	YES
USPTO-GENERATED IMAGE	NO
*COLOR MARK	NO
*COLOR(S) CLAIMED (If applicable)	
*DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of twelve (12) equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border within a large rectangle.
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	640 x 272
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Hershey Chocolate & Confectionery Corporation
*STREET	4860 Robb Street, Suite 204
*CITY	Wheat Ridge
*STATE (Required for U.S. applicants)	Colorado
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	80033
PHONE	717-534-7911
FAX	717-534-7549
EMAIL ADDRESS	XXXX

AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
LEGAL ENTITY INFORMATION	
*TYPE	CORPORATION
* STATE/COUNTRY OF INCORPORATION	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
*INTERNATIONAL CLASS	030
IDENTIFICATION	Candy; Chocolate
*FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 12/31/1968
FIRST USE IN COMMERCE DATE	At least as early as 12/31/1968
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT7\IMAGEOUT7\778\092\77809223\xml1\FT K0003.JPG
SPECIMEN DESCRIPTION	Digital photograph of actual product evidencing use of the mark
ADDITIONAL STATEMENTS SECTION	
*TRANSLATION (if applicable)	
* TRANSLITERATION (if applicable)	
*CLAIMED PRIOR REGISTRATION (if applicable)	The applicant claims ownership of U.S. Registration Number(s) 3668662.
*CONSENT (NAME/LIKENESS) (if applicable)	
*CONCURRENT USE CLAIM (if applicable)	
SECTION 2(f) BASED ON EVIDENCE	The mark has become distinctive of the goods/services, as demonstrated by the attached evidence.
2(f) EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	e2f-168133239-150552750_.HERSHEY_S_MC_BAR_PRODUCT_CONFIGURATION_EVIDENCE.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT7\IMAGEOUT7\778\092\77809223\xml1\FTK0004.JPG
SECTION 2(f)	The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use in commerce for at least the five years immediately before the date of this statement.
CORRESPONDENCE INFORMATION	
*NAME	Lois B. Duquette
FIRM NAME	The Hershey Company
*STREET	100 Crystal A Drive

*CITY	Hershey
*STATE (Required for U.S. applicants)	Pennsylvania
*COUNTRY	United States
*ZIP/POSTAL CODE	17033
PHONE	717-534-7911
FAX	717-534-7549
*EMAIL ADDRESS	lduquette@hersheys.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	275
*TOTAL FEE PAID	275
SIGNATURE INFORMATION	
* SIGNATURE	/Lois B. Duquette/
* SIGNATORY'S NAME	Lois B. Duquette
* SIGNATORY'S POSITION	Assistant Secretary and Attorney of Record, PA State Bar Member
* DATE SIGNED	08/20/2009

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 77809223
Filing Date: 08/20/2009

To the Commissioner for Trademarks:

MARK: (Stylized and/or Design, see [mark](#))

The applicant is not claiming color as a feature of the mark. The mark consists of twelve (12) equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border within a large rectangle.

The applicant, Hershey Chocolate & Confectionery Corporation, a corporation of Delaware, having an address of

4860 Robb Street, Suite 204
Wheat Ridge, Colorado 80033
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 030: Candy; Chocolate

Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, or the applicant's predecessor in interest used the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended.

In International Class 030, the mark was first used at least as early as 12/31/1968, and first used in commerce at least as early as 12/31/1968, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) Digital photograph of actual product evidencing use of the mark.

[Specimen File1](#)

The mark has become distinctive of the goods/services, as demonstrated by the attached evidence.

The applicant submits the following evidence to support the §2(f) claim:

Original PDF file:

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[2\(f\) evidence-1](#)

The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use in commerce for at least the five years immediately before the date of this statement.

The applicant claims ownership of U.S. Registration Number(s) 3668662.

The applicant's current Correspondence Information:

Lois B. Duquette
The Hershey Company
100 Crystal A Drive
Hershey, Pennsylvania 17033
717-534-7911(phone)
717-534-7549(fax)
lduquette@hersheys.com (authorized)

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Lois B. Duquette/ Date Signed: 08/20/2009

Signatory's Name: Lois B. Duquette

Signatory's Position: Assistant Secretary and Attorney of Record, PA State Bar Member

RAM Sale Number: 1667

RAM Accounting Date: 08/21/2009

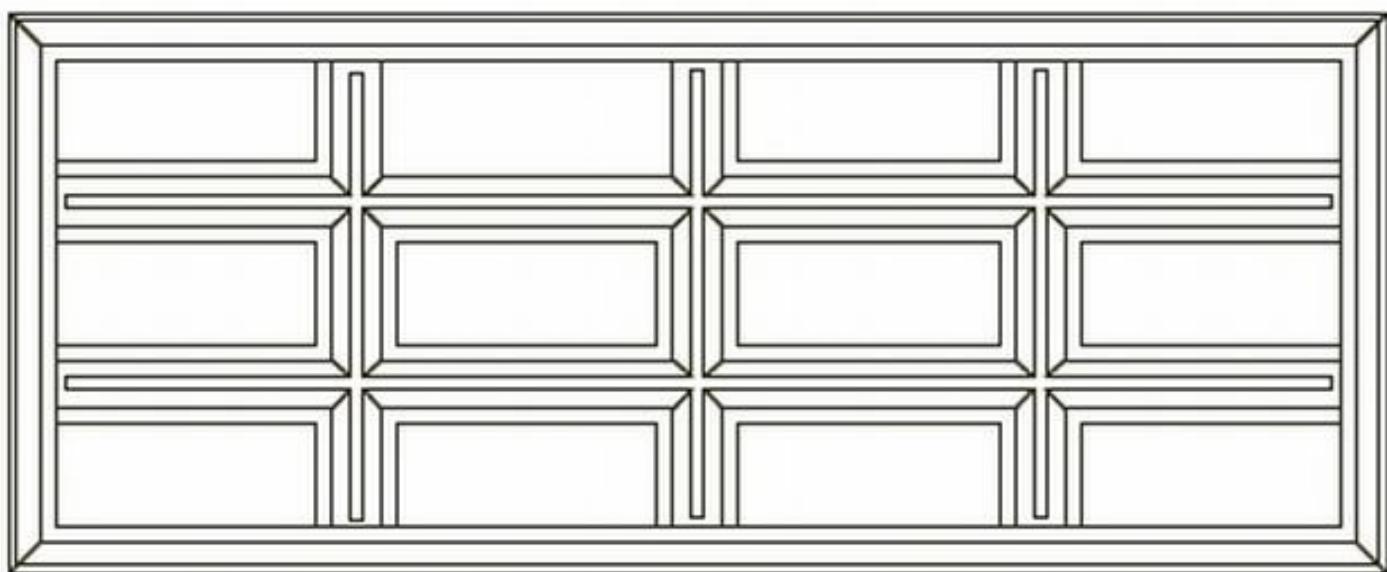
Serial Number: 77809223

Internet Transmission Date: Thu Aug 20 15:38:52 EDT 2009

TEAS Stamp: USPTO/FTK-XXX.XXX.X.XX-20090820153852249

344-77809223-400ec64e634998d83d1cc717a4e

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The mark applied for has been in use since at least as early as 1968. Some of the most famous chocolate products in the United States, HERSHEY'S Milk Chocolate Bar, HERSHEY'S Cookies 'N Crème bar, KRACKLE bar, MR. GOODBAR bar and the SPECIAL DARK bar, have and continue to be manufactured in various sizes and weights but all use this very unique, very recognizable product configuration of recessed rectangular panels.

The sales of the products using this unique product configuration have been more than \$3.7 billion over the last 12 years. Applicant through either its predecessor in interest or its licensees has spent over \$186 million in advertising in connection with this unique product configuration over the past 24 years. In addition, this advertising has achieved more than 44,000 gross rating points over that same period of 24 years. (One gross rating point is equal to one percent of the population viewing a commercial at one time.) Furthermore, the products using this unique product configuration have been sold for decades throughout the United States in almost every food, drug, mass merchandiser and convenience store retail outlet.